Name	Page #

SS.7.C.2.11: Analyze media and political communications (bias, symbolism, propaganda).

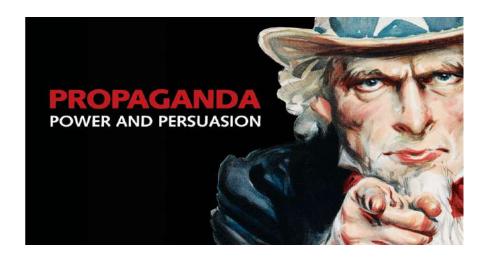
Propaganda Techniques

Propaganda: ideas used to influence people's thinking or behavior

Bias: a prejudice for or against one person or group, especially in a way considered to be unfair.

Propaganda Techniques

- 1. Card Stacking: The strategy of showing the product's best features, telling half-truths, and omitting or lying about its potential problems.
- 2. **Testimonial (Endorsement):** The use of well-known, respected people to endorse a product or service.
- **3. Glittering Generalities:** The act of referring to words or ideas that evoke a positive emotional response from an audience. Virtue words are often used.
- **4. Transfer (Symbolism):** The act of relating something or someone we like or respect with a product or symbol. Symbols are constantly used in this form of propaganda.
 - -Common Symbols
 - -The flag represents the nation.
 - -Uncle Sam represents a consensus of public opinion.
 - -A skull and cross-bones equals danger.
 - -Eagle represents bravery
- **5. Plain Folks:** The use of everyday people to sell a product or service. Speakers and ads appear to make the person to be "one of the people."
- **6. Bandwagon:** Bandwagon attempts to persuade the target audience to take a course of action "everyone else is taking." "Join the crowd." This technique reinforces people's natural desire to be on the winning side.
- **7. Name-calling:** The use of names that evoke fear or hatred in the viewer. The name-calling technique links a person, or idea, to a negative symbol.



5.	"Living Room Candidate Activity"
	ons: Watch the commercials and use your knowledge of the propaganda techniques above to help wer the questions
•	•
1.	(Ike for President; Dwight D. Eisenhower (R) - 1952) http://www.livingroomcandidate.org/commercials/1952
A.	Name two examples of symbolism that are found in this advertisement.
	1
	2
В.	What other types of propaganda techniques are being used? Cite evidence from the commercial to
2.	prove your selections are correct?
	The Bandwagon
	I I IIISI PIAIN FOIKS
	Glittering Generality Name-Calling Stacked Cards Endorsements/Testimony
	Name-Calling
	Endorsements/Testimony
	Endorsements/ restimony
C.	What evidence of bias is exhibited in this advertisement?
2.	(Peace little Girl "Daisy"; Lyndon B. Johnson (D) - 1964)
	http://www.livingroomcandidate.org/commercials/1964
	A. Name two examples of symbolism that are found in this advertisement.
	1
	2
	B. What other types of propaganda techniques are being used? Cite evidence from the
	commercial to prove your selections are correct?
	The Bandwagon
	Just Plain Folks Glittoring Congrelity
	Glittering Generality Name-Calling
	Stacked Cards
	Endorsements/Testimony
	C. What evidence of bias is exhibited in this advertisement?
2	(Durandam Chuangam Dahkam Damald Dagam (D) 1004)
3.	(Prouder, Stronger, Better; Ronald Regan (R) - 1984) http://www.livingroomcandidate.org/commercials/1984
	A. Name two examples of symbolism that are found in this advertisement.
	1
	2.
	B. What other types of propaganda techniques are being used? Cite evidence from the
	commercial to prove your selections are correct?
	☐ The Bandwagon
	Just Plain Folks
	[_] Glittering Generality
	Name-Calling
	Stacked Cards
	Endorsements/Testimony C. What evidence of bias is exhibited in this advertisement?
	C. What evidence of bias is exhibited in this advertisement?

Name _____

Page # ____

4.	(South, Jimmy Carter (D) - 1976) http://www.livingroomcandidate.org/commercials/1976
A.	
	1
В.	What other types of propaganda techniques are being used? Cite evidence from the commercial to prove your selections are correct? The Bandwagon Just Plain Folks Glittering Generality Name-Calling Stacked Cards Endorsements/Testimony
C.	What evidence of bias is exhibited in this advertisement?
5.	(Will Ferrell Will Do Anything to Get You to Vote, Barack Obama (D) - 2012)
	http://www.livingroomcandidate.org/commercials/2012
	A. Name two examples of symbolism that are found in this advertisement.
	1
	2
	B. What other types of propaganda techniques are being used? Cite evidence from the commercial to prove your selections are correct?
	The Bandwagon
	Just Plain Folks
	Glittering Generality
	Name-Calling Stocked Conda
	Stacked Cards
	Endorsements/Testimony
	C. What evidence of bias is exhibited in this advertisement?
6.	(Pants on Fire, Bob Dole (R) - 1996) http://www.livingroomcandidate.org/commercials/1996
	A. Name two examples of symbolism that are found in this advertisement.
	1
	2
	commercial to prove your selections are correct?
	☐ The Bandwagon
	JUST PIAITI POIKS
	Name-Calling
	Stacked Cards
	Endorsements/Testimony
	C. What evidence of bias is exhibited in this advertisement?

Page # ____

Name _____